

ABSTRACT OF THE DISCLOSURE

A multi-window display apparatus is provided with such characteristics that, when a data telecast window is displayed as one window of multi-window display, the user can view the screen with improved visibility of a character area of the data telecast and the multi-window display, without disturbing the "standardized presentation" of the data telecast window intended by a telecast service provider. In scale-down display of the data telecast window, an area of character telecast display part is discriminated, the area is displayed with focus to facilitate recognition of the character part, and, in response to user's selection of the focus part on a remote controller, the character area is displayed in a scale-up state of original size.

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